

MODULE DESCRIPTOR

MODULE TITLE	COMMUNICATION CRAFT SKILLS		
MODULE CODE	GC1000 (L4)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims to:

- Introduce students to skills related to the design process.
- Support and encourage self-initiated learning.
- Build awareness of the use of appropriate physical and digital processes.

MODULE CONTENT

Indicative syllabus content:

Students will be introduced to the skills required for working in the Graphic Communication industry. This will encompass digital design skills including 3D design, packaging design, illustration, editorial design and more, using industry standard software applications (such as Adobe Creative Suite) and hardware (such as 3D printers), as well as more traditional skills such as drawing, printmaking, typography, and collage. Students will be encouraged to practice both their digital and traditional design skills in their own time as part of their self-initiated learning using books, e-books and on-line tutorials (e.g., LinkedIn Learning).

Design work from other modules will be supported in these sessions so that output reaches a professional standard for both screen and print.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

1. Generate design work using a variety of applications and processes.
2. Conduct self-initiated learning and apply to own practice.
3. Understand and apply physical and digital processes.

TEACHING METHODS

This module will guide students through exercises and projects by teaching in the form of workshops, practical demonstrations and critique sessions.

Students will be encouraged to further explore these design craft skills through independent learning, so as to improve the standard and relevance of their own work.

Graduate skills are intrinsic to all project briefs and involve analysis, critical thinking and **problem-solving**. Verbal communication and interpersonal skills will develop through studio-based activities, group critiques and tutorials with both staff and peers.

Time management and organisation are fundamental in meeting critique and project deadlines. Independent study underpins this and allows students to develop their self-learning skills.

Submission of all projects typically includes visual notebooks showing research and development of ideas, along with the final solutions presented in a portfolio.

Assessment for this module is based on 100% coursework that is made up of typically 2 projects, of which all the projects must be attempted and completed in order to pass the module. All coursework is assessed and graded at the end of the module.

Students receive Formative Feedback part way through their studies, which they have the opportunity to respond to before the summative assessment at the end of the module. At the end of the module students also receive Summative Feedback following assessments. Feedback is verbal (through tutorials, reviews and critique) and written.

Assessment is evidenced through solutions that test the learning outcomes, which are examined through the ideas presented for a range of graphic design formats. A breakdown of the assessment requirements and criteria appears in each assignment brief.

The final module mark is based on a weighted aggregate of all project marks.

ASSESSMENT METHODS

This module is assessed through one Portfolio.